

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (currently amended) A system for displaying a web content on a display of a user computer, said system comprising:

a central computer;

software executing on said central computer for receiving a request to transmit a web page;

software executing on said central computer for transmitting a web page to the user computer in response to the request to transmit a web page, the web page comprising attract loop code, wherein the attract loop code monitors the user computer for a user event, and only if the user event does not occur within a specified time period, the attract loop code automatically transmits a request for attract loop content to said central computer;

software executing on said central computer for automatically transmitting attract loop content to the user computer in response to the request for attract loop content; and

wherein the attract loop code causes the attract loop content to be displayed on the display of the user computer.

2. (original) The system of Claim 1 wherein the attract loop code, while the attract loop content is being displayed on the display of the user computer, monitors the

user computer for a user event, and, upon the occurrence of the user event, automatically causes the display of the attract loop content to be terminated.

3. (original) The system of Claim 1 wherein said central computer comprises a web server.

4. (original) The system of Claim 1 wherein the attract loop content is displayed in a browser window.

5. (original) The system of Claim 4 wherein the attract loop content is displayed in a browser window in full screen mode.

6. (original) The system of Claim 4 wherein the attract loop content is displayed in a browser window which was automatically opened by the attract loop code.

7. (original) The system of Claim 1 wherein the attract loop code automatically causes the attract loop content to be continually updated.

8. (original) The system of Claim 1 wherein the user event is selected from the group consisting of manipulation of an input device, movement of a mouse, typing on a keyboard, access of a storage device, and combinations of these.

9. (original) The system of Claim 1 wherein the attract loop content comprises media selected from the group consisting of text, graphics, animation, sound, video, multimedia, and combinations of these.

10. (original) The system of Claim 1 wherein the attract loop content relates to subject matter selected from the group consisting of advertisement, entertainment, education, and combinations of these.

11. (currently amended) A system for displaying web content on a display of a user computer, said system comprising:

a central computer;

software executing on said central computer for receiving, from a browser executing on the user computer, a request to transmit a web page;

software executing on said central computer for transmitting a web page to the browser executing on the user computer in response to the request to transmit a web page, the web page comprising attract loop code, wherein the attract loop code monitors the user computer for a user event, and only if the user event does not occur within a specified time period, the attract loop code causes the browser executing on the user computer to transmit a request for attract loop content to said central computer;

software executing on said central computer for transmitting attract loop content to the browser executing on the user computer in response to the request for attract loop content; and

wherein the attract loop code causes the attract loop content to be displayed on the display of the user computer through the browser.

12. (original) The system of Claim 11 wherein the attract loop code, while the attract loop content is being displayed on the display of the user computer, monitors the user computer for a user event, and, upon the occurrence of the user event, automatically causes the display of the attract loop content to be terminated.

13. (original) The system of Claim 11 wherein said central computer comprises a web server.

14. (original) The system of Claim 11 wherein the attract loop content is displayed in a browser window.

15. (original) The system of Claim 14 wherein the attract loop content is displayed in a browser window in full screen mode.

16. (original) The system of Claim 14 wherein the attract loop content is displayed in a browser window which was automatically opened by the attract loop code.

17. (original) The system of Claim 11 wherein the attract loop code automatically causes the attract loop content to be continually updated.

18. (original) The system of Claim 11 wherein the user event is selected from the group consisting of manipulation of an input device, movement of a mouse, typing on a keyboard, access of a storage device, and combinations of these.

19. (original) The system of Claim 11 wherein the attract loop content comprises media selected from the group consisting of text, graphics, animation, sound, video, multimedia, and combinations of these.

20. (original) The system of Claim 11 wherein the attract loop content relates to subject matter selected from the group consisting of advertisement, entertainment, education, and combinations of these.

21. (currently amended) A system for implementing an attract loop, said system comprising:

- a central computer;

- a user computer in communication with said central computer through a communications link, said user computer having a browser executing thereon and having a display;

- software executing on said central computer for receiving, from the browser executing on said user computer, a request to transmit a web page;

- software executing on said central computer for transmitting a web page to the browser executing on said user computer in response to the request to transmit a web page, the web page comprising attract loop code, wherein the attract loop code monitors said user computer for a user event, and only if the user event does not occur within a specified time period, the attract loop code causes

the browser executing on said user computer to transmit a request for attract loop content to said central computer;

software executing on said central computer for transmitting attract loop content to the browser executing on said user computer in response to the request for attract loop content; and

wherein the attract loop code causes the attract loop content to be displayed on the display of said user computer through the browser.

22. (currently amended) A system for displaying web content on a display of a user computer, said system comprising:

a central computer;

software executing on said central computer for receiving a request to transmit a web page; and

software executing on said central computer for transmitting a web page to the user computer in response to the request to transmit a web page, the web page comprising attract loop code and attract loop content, wherein the attract loop code monitors the user computer for a user event, and only if the user event does not occur within a specified time period, the attract loop code automatically causes the attract loop content to be displayed on the display of the user computer.

23. (currently amended) A method for displaying web content on a display of a user computer, said method comprising the steps of:

providing a central computer;

receiving a request to transmit a web page;

transmitting a web page to the user computer in response to the request to transmit a web page, the web page comprising attract loop code, wherein the attract loop code monitors the user computer for a user event, and only if the user event does not occur within a specified time period, the attract loop code automatically transmits a request for attract loop content to the central computer;

automatically transmitting attract loop content to the user computer in response to the request for attract loop content; and

wherein the attract loop code causes the attract loop content to be displayed on the display of the user computer.

24. (original) The method of Claim 23 wherein the attract loop code, while the attract loop content is being displayed on the display of the user computer, monitors the user computer for a user event, and, upon the occurrence of the user event, automatically causes the display of the attract loop content to be terminated.

25. (original) The method of Claim 23 wherein the central computer comprises a web server.

26. (original) The method of Claim 23 wherein the attract loop content is displayed in a browser window.

27. (original) The method of Claim 26 wherein the attract loop content is displayed in a browser window in full screen mode.

28. (original) The method of Claim 26 wherein the attract loop content is displayed in a browser window which was automatically opened by the attract loop code.

29. (original) The method of Claim 23 wherein the attract loop code automatically causes the attract loop content to be continually updated.

30. (original) The method of Claim 23 wherein the user event is selected from the group consisting of manipulation of an input device, movement of a mouse, typing on a keyboard, access of a storage device, and combinations of these.

31. (original) The system of Claim 23 wherein the attract loop content comprises media selected from the group consisting of text, graphics, animation, sound, video, multimedia, and combinations of these.

32. (original) The method of Claim 23 wherein the attract loop content relates to subject matter selected from the group consisting of advertisement, entertainment, education, and combinations of these.

33. (currently amended) A method for displaying web content on a display of a user computer, said method comprising the steps of:



providing a central computer;

receiving, from a browser executing on the user computer, a request to transmit a web page;

transmitting a web page to the browser executing on the user computer in response to the request to transmit a web page, the web page comprising attract loop code, wherein the attract loop code monitors the user computer for a user event, and only if the user event does not occur within a specified time period, the attract loop code causes the browser executing on the user computer to transmit a request for attract loop content to the central computer;

transmitting attract loop content to the browser executing on the user computer in response to the request for attract loop content; and

wherein the attract loop code causes the attract loop content to be displayed on the display of the user computer through the browser.

34. (original) The method of Claim 33 wherein the attract loop code, while the attract loop content is being displayed on the display of the user computer, monitors the user computer for a user event, and, upon the occurrence of the user event, automatically causes the display of the attract loop content to be terminated.

35. (original) The method of Claim 33 wherein the central computer comprises a web server.

36. (original) The method of Claim 33 wherein the attract loop content is displayed in a browser window.

37. (original) The method of Claim 36 wherein the attract loop content is displayed in a browser window in full screen mode.

38. (original) The method of Claim 36 wherein the attract loop content is displayed in a browser window which was automatically opened by the attract loop code.

39. (original) The method of Claim 33 wherein the attract loop code automatically causes the attract loop content to be continually updated.

40. (original) The method of Claim 33 wherein the user event is selected from the group consisting of manipulation of an input device, movement of a mouse, typing on a keyboard, access of a storage device, and combinations of these.

41. (original) The method of Claim 33 wherein the attract loop content comprises media selected from the group consisting of text, graphics, animation, sound, video, multimedia, and combinations of these.

42. (original) The method of Claim 33 wherein the attract loop content relates to subject matter selected from the group consisting of advertisement, entertainment, education, and combinations of these.

43. (currently amended) A method for implementing an attract loop, said method comprising the steps of:

providing a central computer;

providing a user computer in communication with said central computer through a communications link, the user computer having a browser executing thereon and having a display;

receiving, from the browser executing on the user computer, a request to transmit a web page;

transmitting a web page to the browser executing on the user computer in response to the request to transmit a web page, the web page comprising attract loop code, wherein the attract loop code monitors said user computer for a user event, and only if the user event does not occur within a specified time period, the attract loop code causes the browser executing on the user computer to transmit a request for attract loop content to the central computer;

transmitting attract loop content to the browser executing on the user computer in response to the request for attract loop content; and

wherein the attract loop code causes the attract loop content to be displayed on the display of the user computer through the browser.

44. (currently amended) A method for displaying web content on a display of a user computer, said method comprising the steps of:

receiving a request to transmit a web page; and

transmitting a web page to the user computer in response to the request to transmit a web page, the web page comprising attract loop code and attract loop content, wherein the attract loop code monitors the user computer for a user

event, and only if the user event does not occur within a specified time period, the attract loop code automatically causes the attract loop content to be displayed on the display of the user computer.